RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #468800
Mr. R. Honahan
NORTH COUNTRY CANDY & TOBACCO

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Rick:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	1
Ult Light 100	12300-25363	1
Lt Box 100	12300-25370	1
FF Box 100	12300-25369	1

DISPLAY DETAIL (#541865)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**May 19, 1998**
Ship Date to Retail:	**Week of: June 8, 1998**
SKU CUBE :	**0.4955**
SKU WT (w/o Product):	**1.1000 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$284.58**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR JUN B1G1F'

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Source: https://www.industrydocuments.ucsf.edu/docs/kzyy0000

B1G1F
NORTH COUNTRY CANDY & TOBACCO

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
***4 CARTONS; ONE CARTON EACH STYLE:**
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$19.60 (4 (6M) case(s) @ $4.90)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162201
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/kzyy0000

WHOLESALER : 468800 NORTH COUNTRY CANDY <DIRECT>
TEMPLATE : 800432 80600 DOR JUN B1G1F
TEMPLATE SEQ : 0910
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	748793	GOLD STAR DELI '	343 ARSENAL ST	WATERTOWN	NY	13601	5				(315)782-6151
162201	162239	762237	JOHNSON CHEVRON	16 BRIDGE ST	CARTHAGE	NY	13619	1				(315)493-1810
162201	162323	530068	SEVEN TO ELEVEN M M	3358 ROUTE #3	SARANAC	NY	12981	1				(518)293-1140
162201	162239	763029	HEUVELTON DELI	ROUTE 812	HEUVELTON	NY	13654	1				(315)344-7039
162201	162239	171471	CALENDER'S MARKET	526 FACTORY ST	WATERTOWN	NY	13601	4				(315)782-9754
162201	162323	178139	FREE BEES 4M TOWN S	240 E MAIN ST	MALONE	NY	12953	2				(518)483-5030
162201	162239	347244	M & M MARKET	23 HAILESBORO ST	GOUVERNEUR	NY	13642	5				(315)287-2978
162201	162239	172586	EDDY'S MARKET	301 CHAMPLAIN ST	OGDENSBURG	NY	13669	3				(315)393-2780
162201	162239	423718	COLTON MINI MART	BOX 111 - RT 56 &	COLTON	NY	13625	2	NYS			(315)262-1100

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 24

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Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy 1 Get 1 Free Promotion.

June Is Packed with Excitement!

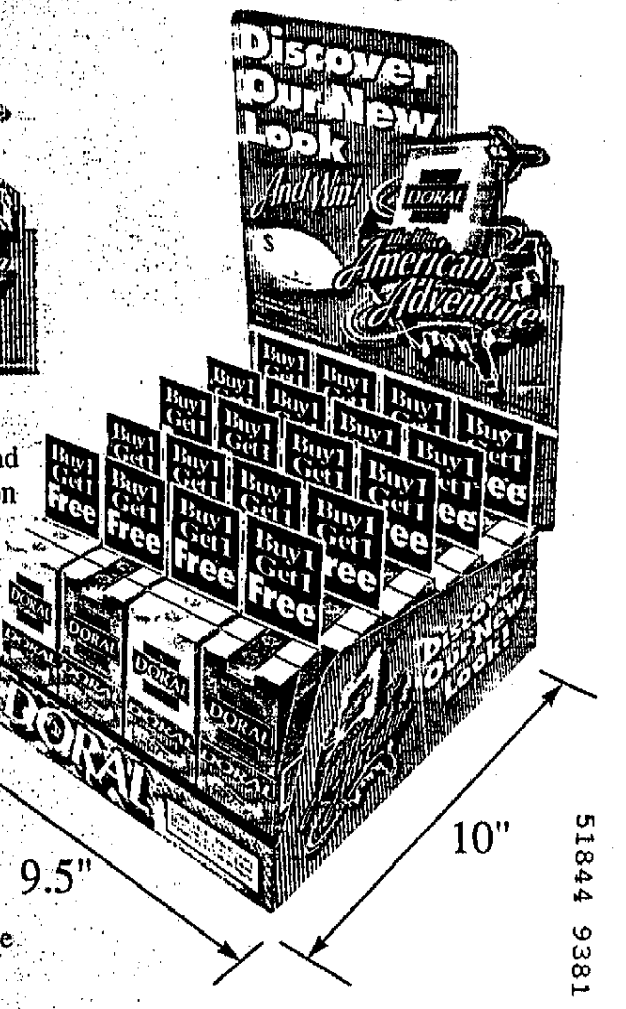
Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the **Buy 1 Get 1 Free Promotion.**

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

2-Pack Sleeve

POS Card/ Alternate Header

Counter Display



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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SWEEPSTAKES VOID IN MA, MI, AND VA, AND WHERE PROHIBITED BY LAW.

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Source: https://www.industrydocuments.ucsf.edu/docs/kzyy0000

WHOLESALER PACKING INSTRUCTIONS

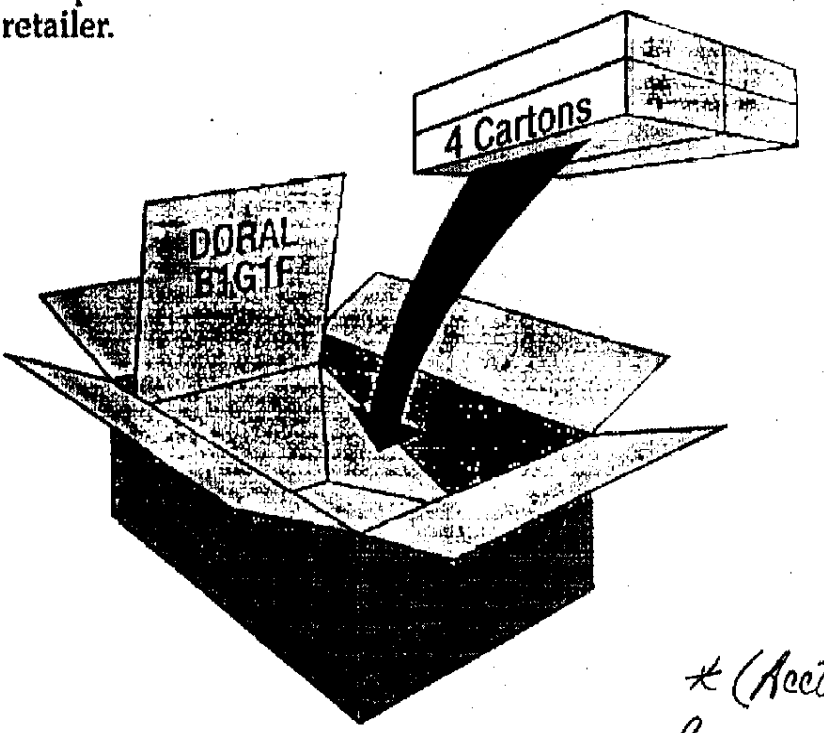
VALUE ADDED PROMOTIONS 2ND QTR.'98

June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* (Accts w/15 or less) Ensure Brand Mix if only 2 styles are shipped

Item: # 541865
Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	LT BOX 100		
Number of Cartons	1	1	1	1		

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